

# Aston Martin Works Will Convert Your Classic Into A Clean EV Machine!



With interest in classic cars growing every year and values of heritage models at an all-time high, Aston Martin Lagonda has pioneered a bold new plan: to future-proof these increasingly precious machines by creating the world's first reversible EV powertrain conversion.

Conceived as an integral part of the company's wider EV strategy, the Heritage electrification concept has been led by Aston Martin Works at Newport Pagnell. Developed around a so-called "cassette" EV powertrain, the objective is to mitigate any future legislation to restrict the use of classic cars by offering a zero emissions conversion.

Using knowledge acquired by

Aston Martin during the final phase development of the Rapide E and future planning of the all-new range of Lagondas, the Aston Martin Works' Heritage EV conversion employs state-of-the-art thinking and technology. Production versions of the revolutionary EV cassette will include key components from the Rapide E programme.

The first car to receive the radical new EV powertrain is an original 1970 DB6 MkII Volante, which would have been originally hand-crafted at Newport Pagnell.

Sitting on the original engine and gearbox mountings, the cassette is enclosed within its own self-contained cell.

Umbilical cords from the power

unit then feed the car's electrical systems.

Power management is operated via a dedicated screen, which is discreetly fitted to the car's interior. Given the historical significance of these collectors cars it's vital any EV conversion is sympathetic to the integrity of the original car.

The cassette system offers the perfect solution, offering owners the reassurance of knowing their car is future-proofed and socially responsible, yet still an authentic Aston Martin with the ability to reinstate its original powertrain if desired.

Andy Palmer, Aston Martin Lagonda President and Group Chief Executive Officer, said of

the Heritage EV concept: "We are very aware of the environmental and social pressures that threaten to restrict the use of classic cars in the years to come.

"Our Second Century Plan not only encompasses our new and future models, but also protects our treasured heritage. I believe this not only makes Aston Martin unique, but a truly forward-thinking leader in this field."

Paul Spires, President Aston Martin Works commented: "We have been looking for some time to find a way of protecting our customers' long-term enjoyment of their cars.

"Driving a classic Aston Martin on pure EV power is a unique experience and one that will no

doubt be extremely attractive to many owners, especially those who live in city centres. We also foresee collectors adding another dimension to their collection by commissioning EV-converted heritage cars.

Having handled the initial concept evaluation and build of the proof-of-concept DB6 Volante, Aston Martin Works will also be responsible for completing customer Heritage EV conversions, which are expected to commence in 2019.

A bold and progressive solution to a growing issue, the Heritage EV programme ensures Aston Martin's glorious past also has a sustainable, bright and exciting future.



## SCARBORO MAZDA

Your Power Price Dealer

@scarboromazda



## Mazda YEAR END EVENT

0% PURCHASE FINANCING\* ON SELECT NEW MODELS

UP TO A \$750 WINTER TIRE CREDIT\* ON SELECT NEW MODELS

# 2018 CX-5 GS AWD

WEEKLY FINANCE OFFER

# \$99<sup>#</sup> at 3.00%

\$1,145 down.

APR for 84 months

All-in from \$33,644 Excludes HST.



**BEST SMALL UTILITY VEHICLE IN CANADA FOR 2018**  
2018 Mazda CX-5



ADDITIONAL Graduate/Loyalty REBATES UP TO \$1000

CASH REBATES UP TO \$4500

# 1-(888)-355-1411

www.scarboromazda.ca | www.mazdashop.ca

2124 LAWRENCE AVE E, TORONTO, ON, M1R 3A3



\* 0% APR Purchase Financing is available on select new 2018 Mazda models. Excludes 2018 MX-5 ST/MX-5 RF and all 2019 models. Terms vary by model. Based on a representative agreement using an offered pricing of \$23,131 for the new 2018 Mazda3 SE 6AT (D42K88AA00) with a financed amount of \$23,400, the cost of borrowing for a 72-month term is \$0, monthly payment is \$325, total finance obligation is \$23,400. Offer includes freight and P.D.E. of \$1,695, \$10 O.M.V.C. fee, \$20.00 Tire Stewardship Fee, \$100 Air Conditioning charge and \$106.39 PPSA Offer excludes HST.  
† Winter Tire Credit offer (value up to \$750) is available to qualifying retail customers who cash purchase/finance/lease a new, in-stock 2018 and 2019 Mazda model from an authorized Mazda dealer in Ontario between November 1, 2018 - January 2, 2019. Customer can substitute a cash discount of up to \$750. Amounts vary by model: \$300 on all 2018 Mazda3/Mazda3 Sport, on all 2018 Mazda6, on all 2019 CX-3 and on all 2018 CX-5 models; \$475 on 2019 MX-5 ST GS models. Maximum \$750 on all 2018 MX-5 ST/MX-5 RF, on 2019 MX-5 ST GS P & GT models, on all 2019 MX-5 RF models and on all 2018 & 2019 CX-9 models. Cash discount substitute applied before taxes. Wheels and installation extra. Some conditions apply. See dealer for complete details.  
‡ Finance Pricing for new 2018 CX-5 GS AWD (NXSN88AA00) is \$33,644 financed at 3.00% over 84 months equals weekly payments of \$99 with \$1,145 down payment, cost of borrowing is \$3,541 with a total obligation of \$37,185. As shown, 2018 CX-5 GT (NXTN88AA00) is \$37,244 financed at 3.00% over 84 months equals weekly payments of \$110 with \$1,145 down payment, cost of borrowing is \$3,933 with a total obligation of \$41,178. Finance payments include freight and P.D.E. of \$1,695, \$10 O.M.V.C. fee (all models), \$17.79 (\$14.20) Tire Stewardship fee (MX-5/MX-5 RF models), \$100 Air Conditioning charge (where applicable) and PPSA of \$121.61. First weekly payment is due at finance inception. Offer excludes HST.  
§ License, insurance, taxes and down payment (where applicable) are extra and may be required at the time of purchase. Dealer may sell below for less. Dealer order/trade may be necessary on certain vehicles. Offers valid November 1 - 30, 2018, while supplies last. Lease and finance on approved credit for qualified customers only. Offers subject to change without notice. Visit mazda.ca or see your dealer for complete details.